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6 AUG 2014 ISSUE 6

Star Wars filming at heritage site concerns UNESCO

UNESCO has queried whether appropriate authorisation was granted for the use of Irish World Heritage site Skellig Michael as a film set for the latest instalment in the Star Wars franchise.

A UNESCO spokesperson confirmed to *AM2* that the heritage body has asked the National Monuments Service (NMS) – which oversees heritage sites in Ireland – for further "information on filming permissions."

Skellig Michael is an island off the coast of County Kerry and features a Christian monastery founded at some point between the 6th and 8th centuries. The remains of this monastery, along with most of the island itself, were added to the World Heritage Site list in 1996.



Skellig Michael was first listed as a UNESCO site in 1996

In addition to UNESCO, both Birdwatch Ireland and an independent archaeologist had expressed concerns about the impact of a major film crew on a fragile environment such as the ancient monastery.

UNESCO also said that it was not aware of any advanced notification, although the Irish government is not obliged to inform it about such projects unless there is deemed to be a potential risk to the "universal value" of a UNESCO site.

The NMS was looking into the enquiry to decide whether any action needs to be taken and said it would submit a report to UNESCO by 3 August – though this won't help the heritage body as filming wasexpected to have been wrapped up by then.

More: http://lei.sr?a=h8L6L

Palestine Museum still on track, despite Gaza conflict

Plans for a museum to be built in Palestine remain on schedule to open in 2016 – despite the major escalating conflict in the region.

Designed by Irish architectural firm Heneghan Peng, the US$18.5m (€13.9m, £11m) facility is located 80km from the main area of conflict.

Speaking to the *Architects Journal*, Project architect Connor Streenan spoke of how she could hear rocket attacks while travelling to the site but insisted everything is "business as usual."

More: http://lei.sr?a=n3G2R

Freedom-focused safari experience for Denmark zoo

Bjarke Ingles Group (BIG) has been commissioned to design a new form of enclosure at Givskud Zoo, Denmark – Zootopia.

The project is based on the concept of man and nature becoming one; it is a hybrid of a traditional zoo and a safari, which will be split into four different sections, three of which will be themed around the continents of Africa, Asia and the Americas, with a central plaza included.

The traditional caged aspects of the zoo will be hidden in a natural manner within the new landscape – resulting in a "barely there" vernacular – allowing tailor-built homes for the animals to blend seamlessly with the overall design.



BIG is aiming to remove the 'caged experience'

Across BIG's three continent concept, each will have a different mode of transport, allowing the visitor to 'fly' over the Americas, cycle through Africa and sail across Asia.

More: http://lei.sr?a=x8F3N

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Armed looters and violence puts Egypt's heritage at risk of being 'lost forever'

Egypt's heritage sector is in disarray following revolution and the collapse of the country's government in 2011, with armed gangs, looters and general destruction placing the country's rich cultural history in peril, according to an eminent academic.

A breakdown in security to culturally significant sites in Iraq in 2003 led to widespread looting and now the same is happening in Egypt, comparative with losses seen in other warring countries in the region such as Syria.

Speaking to *Al-Ahram Weekly* Salima Ikram, professor of Egyptology at the American University in Cairo said heritage protection is dangerous.

"Looting is going on particularly in desert areas where it is very difficult to patrol. Often the looters are armed with automatic weapons, whereas the guards have limited firepower. The encroachment on the sites is also just as terrible, as it means that the history of Egypt is being lost to us forever," he said.

Continued on back cover



Photo: Egypt's Heritage Task Force

Egyptian relics are being destoryed in search of illicit gains

Prison that once held Nelson Mandela to become a human rights museum

An infamous prison in South Africa has been converted into an interactive museum, highlighting the abuse of human rights in South Africa during colonial rule and the apartheid era.

The 127-year-old prison has housed famous leaders and historical figures such as Nelson Mandela, the wife of Ghandi and Dinizulu ka Cetshwayo – former king of the Zulu nation.

The Maritzburg Goal's oldest cell block will house the museum, which will look at the activists imprisoned at the site while also looking to boost tourist numbers for the Pietermaritzburg region.



Focus will be on the activists incarcerated at the museum

Cape Town-based design consultancy Formula D interactive has produced the interactive experience developed for the site in Pietermaritzburg in the east of the country, which will maintain the prison's original features, with the addition of new graphics and multimedia displays.

The museum is set to open at the end of this year.

More: http://lei.sr?a=L9j4Y

 ©Cybertrek 2014

Olympic Stadium to become sports theme park

A new theme park – coming in 2015 on the site of Barcelona's Olympic Ring – will be entirely dedicated to sport, offering a unique show designed to give visitors the vicarious thrill of being a top sports athlete.

The 66,000sq m (710,000sq ft) facility will occupy the current Olympic Stadium, the Palau Sant Jordi sports hall, the Olympic and Sports Museum Juan Antonio Samaranch, the Bernat Picornell swimming pool, the telecommunications tower designed by Santiago Calatrava and the INEFC sports faculty, with all these facilities combining their regular day-to-day activities with those of the theme park.

Simulators and other forms of interactive digital technology will give visitors the experience of being a downhill skier or top flight football player – among 56 activities on offer. There will also be award ceremonies with flags and podiums, with cameras filming the experience.

The park will include an Open Museum, which will offer interactive sporting experiences and an area where visitors will be able to experience the history of sports, as well as media coverage of many different events from the world of sport.



The 1992 Barcelona Olympic Stadium will now host a unique sports theme park

The development is expected to create 240 jobs and bring an estimated €53m (US$71.6m, £41.9m) to the city of Barcelona.
More: http://lei.sr?a=n7G1n

Damien Hirst's personal collection to go on display at new gallery in 2015

The personal art collection of British artist Damien Hirst is set to go on display in May 2015, when a new gallery opens in Vauxhall, south London.

The 2,000 piece collection will be housed in a converted warehouse and has been designed by Caruso St John Architects, who also worked on the recent revamp of the Tate Britain.

Caruso St John Architects is renovating three listed theatre production warehouses and adding two more structures to create the Newport Street Gallery, which will stretch the entire length of a street in the Vauxhall area of London.



Damien Hirst's collection is made up of more than 2,000 pieces

Hirst's collection includes pieces by Francis Bacon, Jeff Koons and street artist Banksy.

Lambeth Council has hailed the gallery opening as the start of a "Gallery Quarter," alongside a major regeneration project in the area, which is undergoing a significant cultural and physical redevelopment in the local community.
More: http://lei.sr?a=D3A7Y



The body would manage Indian heritage

India plans government body to manage heritage

India's government is looking into establishing a Heritage Development Authority (HDA) to enhance tourism numbers and boost visitor attraction quality at heritage sites across the country.

A new tourism policy is set to be drawn up with the proposed heritage body included. When the new tourism policy is enacted, the proposed heritage body would aim to increase attendance at India's cultural landmarks, plus improve visitor facilities and services on site.
More: http://lei.sr?a=u6K8B

Plans revealed for AU$428m museum in Perth

Concept images have been released for the planned AU$428m (US$402m, €295.7m £235m) WA Museum in Perth, Australia.

Planned to be built by 2019 and opened in 2020, the facility's first conceptual image of the interior shows a blue whale skeleton hanging overhead. Backers have also produced the results of a year-long project looking at the scope, cost and delivery details, before a tender phase of development.

The new facility will replace the existing complex, with new buildings covering around 23,000sq m (247,569sq ft) – nearly four times the size of the current site – and being incorporated into the museum's refurbished heritage facility at the Perth Cultural Centre.

Australia's State Budget allocated AU$21m (US$19.7m, €14.5m, £11.5m) in 2014/15 to cover expenses on the early part of the project, with architect and construction teams to be shortlisted in early 2015.

The project definition plan highlights a number of key outcomes, including the quality of the visitor experience, plus large, enlivened galleries and public spaces as key elements of the new facility's design. A central outdoor space will link the heritage and new buildings, while core exhibition galleries will be supplemented by a temporary and touring exhibition gallery, café, plus retail and special function areas.

More: http://lei.sr?a=p4A4t



Architect and construction teams will be sought later this year and shortlisted in early 2015



One Piece is hugely popular in Japan

One Piece anime theme park coming to Tokyo

Anime fans could soon be planning a trip to Tokyo to visit the world's first One Piece theme park, due to open its doors in the first quarter of 2015.

The popular Japanese manga and later anime series follows the adventures of Monkey D. Luffy – a young man whose body gains the properties of rubber after unintentionally eating a Devil Fruit – and his crew of pirates.

The attraction will feature live events, attractions, a museum, a restaurant and an original merchandise shop.

More: http://lei.sr?a=s9n6J

Death-defying freefall drop is newest attraction at Denmark's Tivoli Friheden

A new theme park ride for daredevils has opened at Tivoli Friheden theme park in Denmark – a ride which is a 100ft (30m) freefall drop with a net at the bottom.

Willing thrill-seekers will climb the Sky Tower, where they'll be winched out into the centre and then simply cut loose, as they plummet to the net below at a speed of 55mph (88kmph).

Suspended Catch Air Devices, or SCAD towers, have previously been used by scientific researchers to simulate near-death experiences and test how the brain's perception of time changes when it thinks it's about to die, but now it's been deemed an ideal addition to the latest attraction for thrill-seekers.

The ride lasts less than three seconds and subjects the participant to forces of up to 4G. For the less adventurous variety of park visitor, there is an alternative. "You may also just take the lift to the top and just enjoy the view," a message helpfully adds on the park's website.

More: http://lei.sr?a=M4S3W



Guests plunge 30m into a waiting net on the new ride

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Second wave of World Cup fever for Brazilian fans

Despite Germany's attempt at crushing Brazil's spirits in the 2014 Fifa World Cup, the nation's love of football has not been completely kicked to the wayside as plans have been unveiled for the world's first Football Entertainment Centre to be built in Rio De Janeiro, allowing Brazil's football legacy and love affair with the beautiful game, to continue.

To be constructed in the form of a giant football which will be constantly rotating, The Dynamic Football Experience Company alongside Navalmare Group have announced that they will start building a new mecca for football fans following the end of the 2014 World Cup.

The rotating ball is to include a fully interactive football museum with a floor dedicated to virtual and augmented reality football games. Hologram systems – originally developed using NASA technology – will allow visitors to the attraction the chance to play alongside Pele and Neymar as well as other football legends.



The new attraction will be a constantly spinning oversized football

A virtual stadium will also be part and parcel of the design; through the use of a 360 degree screen, fans will be transported to Santiago Bernabeu Stadium in Madrid, Spain, where games can be watched in real time. The design also features amenities such as restaurants and shops, as well as a gym and conference areas.

More: http://lei.sr?a=k5c1g



The drop is equivalent to a 17-storey fall

World's fastest and tallest water slide opens in US

Schlitterbahn's newest attraction has opened at its Kansas City waterpark – the world's tallest and fastest water slide.

The 168ft (51.2m) drop – a longer plunge than going off the Niagara Falls – has opened after several weeks of delays, with technical glitches costing around US$1m (€734,000 £584,000) to fix.

Verrückt features a three-second freefall reaching speeds of around 50mph (80kph) before being launched upwards into a 'weightless' situation and then plummeting down once again .

More: http://lei.sr?a=s1v0B

London Eye team reunites to build iconic i360 structure in Brighton, UK

Construction of Brighton, UK's, i360 began on 29 July after the project secured £40m (US$68m, €50.4m) in funding eight years after the project was initially proposed.

Designed by London-based Marks Barfield Architects, the i360 Tower – described as a "vertical pier" – gained approval earlier this year from Brighton and Hove City Council, which provided £36.2m (US$61.4m, €45.7m) in loans, with a further £4m (US$6.8m, €5m) supplied by a project investment fund.

Dutch contractor Hollandia, France-based Poma and Jacobs Engineering Group – who all worked on the London Eye – are teaming up with local contractor JT Mackley and structural engineers Hemsley Orrell Partnership on the build.



The platform slowly ascends to a height of 138m (453ft)

Standing at 175m (574ft) high, the i360 Tower will be taller than the iconic London Eye and will allow views for 25 miles (40.2km) on a clear day.

More: http://lei.sr?a=H7p8v

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10-14 AUGUST 2014

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Vancouver Convention Centre, Vancouver, Canada

The Siggraph conference and exhibition is a five-day interdisciplinary educational experience including a three-day commercial exhibition attracting global companies. The conference's installations provide close-ups of the latest in digital art and emerging tech.

Tel: +1 805 677-4294

http://s2014.siggraph.org/

2-3 OCT 2014

TEA SATE Design Conference 2014

The John & Mable Ringling Museum of Art, Florida State University, Sarasota, Florida, US

The annual SATE Conference is a professional dialogue on Experience Design. SATE (Storytelling, Architecture, Technology, Experience) is an annual, international gathering of themed entertainment and experience design creators, producers, owners and operators. As such, it explores issues, opportunities and possibilities relating to the creation of compelling guest experiences for entertainment, education, retail and branding.

Email: SATE@teaconnect.org

www.teaconnect.org

9-10 OCTOBER 2014

Museums Association Conference & Exhibition 2014

Wales Millennium Centre, Cardiff, Wales

The exhibition is the largest event of its kind for museums and heritage professionals in Europe and is free to attend. Around 70 companies will be exhibiting, covering all aspects of museum work from displays and showcases to exhibition design, lighting to retail, merchandising to ticketing, and insurance to collections management. The exhibition will feature a number of MP workshops, giving visitors a chance to hear from leading museum professionals about the latest practice across all areas of the museum sector.

www.museumsassociation.org/

APRIL 26–29 2015

2015 Annual Meeting & MuseumExpo

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The 4D theatre attraction by Simworx has proved to be a hit

4D theatre is launchpad for Angry Birds Land success

Simworx has created the world's first Angry Birds 4D experience theatre as part of the new themed area based on the popular game at Thorpe Park Resort.

The 326-seat theatre was designed to emphasise the high-impact special effects that accompany a 10-minute film, which is produced by Los Angeles film company Pure Imagination. A range of light and sound effects also immerse visitors in the experience.

Effects include air gusts, water jets, leg ticklers, bubbles and smoke as well as a unique 'catapult' chair movement.

The 4D experience is part of a partnership deal signed by Merlin Entertainments and Finland-based Rovio Entertainment, creator of the Angry Birds franchise



The cowboys and Indians show includes a song and dance battle

Jora Entertainment announces two new productions

A cowboys and Indians show with a twist and an animal adventure are the themes for Jora Entertainment's two latest productions.

For the cowboys and Indians show at Fort Fun Abenteuerland in Germany, Jora created the complete storyline, designed and developed the characters, cast the actors, produced the soundtrack for the show, and provided the light and audio design, as well as the many special effects.

At Emmen Zoo in the Netherlands, Jora was responsible for the story line, character design, decor design and production, special effects, light design, the casted team and the composed music for a new family production due start showing in 2016.



The new system has saved the waterpark a significant amount

Defender system saves waterpark 250,000 gallons

California's City of Antioch Waterpark has reported a saving of more than 250,000 gallons of water in one month after using Neptune Benson's Defender filtration system.

The water park maintains three pools, a splash pad and a lap pool and receives thousands of visitors per month.

According to Neptune Benson, the Defender regenerative media filter removes particles down to one micron or less and eliminates more than 90 per cent of the backwash water associated with sand filter operation.

This reduction in backwash waste leads to savings in a number of various chemicals and fuels for reheating associated with make-up water to compensate for evaporation.



StayDry has secured a number of key contracts through 2014

StayDry announces 2014 contract wins

Contracts to supply The RHS Chelsea Flower Show and its main sponsor M&G investments are among a number won by StayDry so far in 2014.

The company, which carries a large stock of plain disposable and reusable rain ponchos, raincapes, raincoats and over trousers that are ideal for all outdoor events, also won contracts with global radio companies such as Capital Radio, Heart FM and XFM.

The company also supplies promotional rainwear and counts Merlin Entertainments, Blackpool Pleasure Beach and Drayton Manor Park among its clients. StayDry is BPMA and BSI 9001 accredited and its factory is compliant and audited annually on ethical and safety standards.

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Museums team up to help protect Syria's heritage

In an effort to help stem the significant loss of cultural artefacts and landmarks in Syria, Penn Museum in Philadelphia, US and the Smithsonian Institution in Washington DC, have teamed up with the Syrian Interim Government's Heritage Task Force to offer specialist training for the war-torn nation's museums and monuments.

A three day training programme – *Emergency Care for Syrian Museum Collections* – focusing on safeguarding high risk collections, was completed last month with additional schemes already in the works, pending funding.

The objectives of the workshop were three-fold. Firstly, to offer information on how to secure museum collections safely during emergencies, then to provide participants with basic supplies for packing and securing museum collections. The final aim was to begin a dialogue among Syrian participants about emergency responses.

"While it is very difficult for international heritage organisations to travel into Syria today, there are a number of Syrians who regularly risk their lives to protect their cultural heritage," said Brian Daniels, director of research and programmes at Penn Cultural Heritage Center at the Penn Museum.



Many Syrian heritage sites have been destroyed by targeted shelling and gunfire

"This workshop and other efforts going forward are designed to support these individuals and their efforts." w

More: http://lei.sr?a=M8J7m



The pilot scheme will go over two years

V&A museum launches UK photo training scheme

The Victoria and Albert Museum (V&A) is launching a two-year pilot training scheme to enable regional museums in the UK to develop their photography collections and build specialist curatorial expertise.

The programme – backed by UK national fundraising charity the Art Fund – will enable the V&A to work with two museum partners over two years, offering practical training and mentoring in photograph curatorship, addressing lack of support in the area.

More: http://lei.sr?a=M1Y6D

£3m HLF grant for Scotland national parks includes youth training scheme

A £3m (US$5m, €3.8m) grant given to two of Scotland's national parks will be used in-part to help train young people for a future working to preserve the country's outdoor attractions.

The funding, which will mainly be used to restore eroded pathways in the Cairngorms and Loch Lomond and the Trossachs, has been granted by the Heritage Lottery Fund (HLF) and will restore 41 paths identified as being of risk due to a combination of rainfall and heavy use.

The Mountains for People project offers a range of training options, based around learning, as well as improving practical conservation skills in an outdoor environment.



The funding will offer training opportunities for young people

"The HLF is delighted that this project will offer training to many young people," said Colin McLean, head of the HLF. "Their newly-learned skills will not only make a positive difference to their own lives, but will play an important part in looking after the future of Scotland's magnificent landscapes."

More: http://lei.sr?a=B3G7d

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Dianne Eade, Newquay Zoo
Head of Finance, Human Resources and Administration

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Assistant Director of Operations
Company: Executives Online
Location: NW England, United Kingdom

Technical Manager
Company: LEGOLAND Discovery Centre Toronto
Location: Ontario-Vaughan Mills, Canada

Studios Manager
Company: Merlin Entertainments Group Ltd
Location: Florida-Orlando, United States

Entertainments Supervisor
Company: Sea Life
Location: Arizona-Tempe, United States

Digital Marketing and eCommerce Specialist
Company: LEGOLAND California
Location: California-Carlsbad, United States

Head of Operations
Company: EDF Energy London Eye
Location: London, United Kingdom

Sales Manager
Company: LEGOLAND Florida
Location: Florida-Winter Haven, United States

Duty Manager
Company: Madame Tussauds
Location: California-San Francisco, United States

Operations Manager
Company: Sea Life
Location: Michigan-Auburn Hills, United States

Ingegnere Di Manutenzione
Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

Visitor Experience Manager
Company: National Trust
Location: York, United Kingdom

Visitor Experience Manager
Company: National Trust
Location: Ambleside, Cumbria, United Kingdom

Visitor Experience Manager
Company: National Trust
Location: Droitwich, Worcestershire, United Kingdom

Museum Events Assistant
Company: Mary Rose Trust
Location: Portsmouth, United Kingdom

Short Breaks Revenue Manager
Company: Howletts & Port Lympne Wild Animal Park
Location: Kent, United Kingdom

For more details on the above jobs visit www.am2.jobs

Egypt asks for help from US in attempt to stem looting gains at heritage sites

Continued from page two

In an effort to combat looters, the Egyptian government has asked the US to approve emergency measures to allow US customs authorities to seize any Egyptian artefacts entering the United States, even in the absence of precise information that the artefacts may have been stolen.

The illicit excavation of archaeological sites in Egypt – carried out in the hope of finding antiquities that can then be smuggled out of the country for sale abroad – has been going on for centuries, but there has been a huge increase in such activities since the 2011 revolution.



Photo: US Immigration and Customs Enforcement

Egypt has asked US customs to seize any Egyptian artefacts

According to the US-based Antiquities Coalition, there have been "looting activities in every major archaeological area in Egypt since the January 2011 Revolution," with looted artefacts worth tens of millions of dollars now routinely showing up for auction in both Europe and North America.

Currently there is no block, meaning the sale of stolen artefacts continues.

More: http://lei.sr?a=o0L0E

Multiple attraction launches in first half of 2014 spur on Merlin's profit

Merlin Entertainments has posted its half year results through to 28 June 2014, marking a 10 per cent growth in operating profit compared to the same period last year.

Operating profits for the attractions operator increased to £71m (US$119.8m, €89.5m) for the first half of the year, compared to £64m (£108m, €80.7m) profit for the same period in 2013.

Visitor numbers also saw an increase, with a rise of 6.6 per cent – from 25.8 million in 2013 to 27.5 million in 2014.

"Merlin continues to make significant progress through the first half of 2014," said CEO Nick Varney. "Against a backdrop of ongoing currency headwinds, we have delivered further growth in visitor numbers, revenues and profits, with continued delivery from our existing estate, underpinned by the ongoing roll out of our unique portfolio of international leisure brands."

More: http://lei.sr?a=Q8J6d



Nick Varney says Merlin has made significant progress

ADDRESS BOOK

American Association of Museums (AAM)
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Association of American Zoos & Aquariums
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Association of Art Museum Directors
T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)
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Association of Leading Visitor Attractions (ALVA)
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Association of Scottish Visitor Attractions (ASVA)
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